



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Advertiser
Agency
Buyer
Salesperson

Pol/C Mack/R/Sen/FL (16856)
McLaughlin & Associates (2813)
CAMPBELL, MARIANNE
Telerep/Washington DC, Washington DC
(1040)
ph: (555) 555-5555
Political - Federal Candidate (1067)
CONNIE MACK-NRSC-SENATE (137442)
National/Political
484/06320632

Invoice 635873
Inv Date 9/30/2012
Terms Net 30
Contract 331830
Bill Type Standard
Period 8/27/2012 - 9/30/2012

McLaughlin & Associates
566 South Route 303
Blauvelt, NY 10913

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

CONNIE MACK/SENATE
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type No/Normal
Package
Gen. Date 10/1/2012 4:51:37PM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

| Line | Type | Scheduled | Schedule Days to Run | Air Time | Length | Copy/ISCI | Amount | Remarks |
|------|------|---------------------|----------------------|-----------------------|--------|------------|-----------|-----------------------|
| 1.0 | Spot | 11:00:00AM-12:00:00 | Day, M-1 | 09/24/12 11:33AM (Mo) | 00:30 | CMDFO917RH | \$750.00 | |
| 3.0 | Spot | 12:00:00PM- 1:00:00 | Day, M-1 | 09/24/12 12:58PM (Mo) | 00:30 | CMDFO917RH | \$675.00 | |
| 4.0 | Spot | 12:00:00PM- 1:00:00 | Day, W-1 | 09/19/12 12:54PM (We) | 00:30 | CMDFO917RH | \$525.00 | |
| 5.0 | Spot | 12:00:00PM- 1:00:00 | Day, Th-1 | 09/20/12 12:28PM (Th) | 00:30 | CMDFO917RH | \$675.00 | |
| 6.0 | Spot | 5:30:00PM- 6:00:00 | Day, M-1 | 09/24/12 5:43PM (Mo) | 00:30 | CMDFO917RH | \$1800.00 | |
| 7.0 | Spot | 5:30:00PM- 6:00:00 | Day, W-1 | 09/19/12 5:44PM (We) | 00:30 | CMDFO917RH | \$1800.00 | |
| 8.0 | Spot | 6:00:00PM- 6:30:00 | Day, M-1 | 09/24/12 6:13PM (Mo) | 00:30 | CMDFO917RH | \$2400.00 | |
| 9.0 | Spot | 6:00:00PM- 6:30:00 | Day, W-1, Th-1 | 09/19/12 6:00PM (We) | 00:30 | CMDFO917RH | \$2400.00 | |
| 9.0 | Spot | 6:00:00PM- 6:30:00 | Day, W-1, Th-1 | 09/20/12 6:24PM (Th) | 00:30 | CMDFO917RH | \$2400.00 | |
| 11.0 | Spot | 6:00:00AM- 7:00:00 | Per week (1), Fr | 09/21/12 6:43AM (Fr) | 00:30 | CMDFO917RH | \$1500.00 | M/G For 2.0.1, 10.0.1 |
| 12.0 | Spot | 5:00:00AM- 6:00:00 | Day, Sa-1 | 09/22/12 5:13AM (Sa) | 00:30 | CMDFO917RH | \$275.00 | |

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



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|-------------|--------------|
| Gross Total | \$15,200.00 |
| Commission | (\$2,280.00) |
| Net Total | \$12,920.00 |

Total Spots 11

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

Officially printed on 11/02/12 04:25 PM